AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing Of Claims:

1. (Currently Amended) A method operable on a computer to provide ~~a consumer a program price for an~~ a plurality of users participating in a fuel pricing program respective rebate payments relating to purchases of automotive fuel, comprising the steps of:

receiving an account identifier associated with each user;

~~determining said program price;~~

receiving, for each user, an anticipated geographic area associated with automotive fuel purchases;

storing said ~~program price~~ received anticipated geographic areas in association with ~~said~~ each respective received account identifier on said computer;

receiving purchase information indicating ~~a purchase~~ purchases of said automotive fuel at a retail price and at a geographic location using ~~said~~ a respective account identifier;

~~retrieving~~ storing said ~~program price from~~ received purchase information on said computer; ~~and~~

~~calculating, using said program price and said retail price,~~ utilizing the computer to calculate a payment due to ~~said customer~~ each user; and

providing each user a respective calculated payment;

wherein each respective payment is calculated by said computer based at least in part upon one of a first program price associated with each user and a second program price associated with each user as well as upon said retail price, wherein the first program price for each user is independent of the first program price for each other user and the second program price for each user is independent of the second program price for each other user; and

wherein each payment for each user is calculated by said computer based at least in part upon the respective first program price for that user when the geographic location of the automotive fuel purchase corresponds to the anticipated geographic area associated with automotive fuel purchases for that user and each payment for each user is calculated by said computer based at least in part upon the respective second program price for that user when the geographic location of the automotive fuel purchase does not correspond to said anticipated geographic area associated with automotive fuel purchases for that user.

2. (Currently Amended) The method of claim 1, wherein at least one of said first program price for each user and said second program price for each user is a discount to said retail price.

3. (Currently Amended) The method of claim 1, wherein at least one of said first program price for each user and said second program price for each user is a capped price.

4. (Cancelled)

5. (Currently Amended) The method of claim 1, wherein at least one of said first program price includes for each user and said second program price for each user is based at least in part upon an effective time period, and a quantity, a grade and a brand of said automotive fuel; and said purchase information includes a date, a quantity, a grade and a brand of said automotive fuel.

6. (Currently Amended) The method of claim 1, wherein said account identifier identifies a co-branded account having a finders fee associated therewith; and at least one of said first program price for each user and said second program price for each user is based at least in part on said finders fee.

7. (Currently Amended) The method of claim 1, wherein at least one of said first program price for each user and said second program price for each user is inclusive of taxes on said automotive fuel.

8. (Currently Amended) The method of claim 1, wherein at least one of said first program price for each user and said second program price for each user is exclusive of taxes on said automotive fuel.

9. (Currently Amended) The method of claim 1, wherein said payment due to each of said ~~customer~~ users is provided as a credit to ~~the~~ an account identified by ~~said~~ a respective account identifier.

10. (Currently Amended) A system for providing ~~a consumer a program price for~~ a plurality of users participating in a fuel pricing program respective rebate payments relating to purchases of an automotive fuel, comprising:

a processor; and

a memory operatively connected to said processor;

wherein said processor is operative with control instructions in said memory to perform the steps of:

receiving an account identifier associated with each user;

~~determining said program price;~~

receiving, for each user, an anticipated geographic area associated with automotive fuel purchases;

storing said ~~program price~~ received anticipated geographic areas in association with ~~said~~ each respective account identifier ~~on~~ in said ~~computer~~ memory;

receiving purchase information indicating ~~a purchase~~ purchases of said automotive fuel at a retail price and at a geographic location using ~~said~~ a respective account identifier;

~~retrieving~~ storing said ~~program price from~~ received purchase information in said ~~computer~~ memory; ~~and~~

~~calculating, using said program price and said retail price,~~ utilizing the processor to calculate a payment due to ~~said customer~~ each user; and

providing each user the calculated payment;

wherein each respective payment is calculated by said processor based at least in part upon one of a first program price associated with each user and a second program price associated with each user as well as upon said retail price, wherein the first program price for each user is independent of the first program price for each other user and the second program price for each user is independent of the second program price for each other user; and

wherein each payment for each user is calculated by said processor based at least in part upon the first program price for that user when the geographic location of the automotive fuel purchase corresponds to said anticipated geographic area associated with automotive fuel purchases for that user and each payment for each user is calculated by said processor based at least in part upon the second program price for that user when the geographic location of the automotive fuel purchase does not correspond to said anticipated geographic area associated with automotive fuel purchases for that user.

11. (Currently Amended) The system of claim 10, wherein at least one of said first program price for each user and said second program price for each user is a discount to said retail price.

12. (Currently Amended) The system of claim 10, wherein at least one of said first program price for each user and said second program price for each user is a capped price.

13. (Cancelled)

14. (Currently Amended) The system of claim 10, wherein at least one of said first program price includes for each user and said second program price for each user is based at least in part upon an effective time period, and a quantity, a grade and a brand of said automotive fuel; and said purchase information includes a date, a quantity, a grade and a brand of said automotive fuel.

15. (Currently Amended) The system of claim 10, wherein said account identifier identifies a co-branded account having a finders fee associated therewith; and at least one of

said <u>first</u> program price <u>for each user and said second program price for each user</u> is based <u>at least</u> in part on said finders fee.

16. (Currently Amended) The system of claim 10<u>,</u> wherein <u>at least one of</u> said <u>first</u> program price <u>for each user and said second program price for each user</u> is inclusive of taxes on said automotive fuel.

17. (Currently Amended) The system of claim 10<u>,</u> wherein <u>at least one of</u> said <u>first</u> program price <u>for each user and said second program price for each user</u> is exclusive of taxes on said automotive fuel.

18. (Currently Amended) The system of claim 10<u>,</u> wherein said payment due to <u>each of</u> said ~~customer~~ <u>users</u> is provided as a credit to ~~the~~ <u>an</u> account identified by ~~said~~ <u>a respective</u> account identifier.